



STATE DEPARTMENT OF EDUCATION

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TOM LUNA
STATE SUPERINTENDENT
PUBLIC INSTRUCTION

FOR IMMEDIATE RELEASE

Idaho State Department of Education

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NEW IDAHO PROGRAM PROVIDES TEENS AND PARENTS WITH TOOLS TO LEARN SAFER DRIVING HABITS

Sponsorship supports teen driver education and the role of the parent

Boise, ID — Idaho Superintendent of Public Instruction Tom Luna announced today the availability of a new program to help parents and guardians of teen drivers. The Parent's Supervised Driving Program, sponsored by Ford Motor Company, is designed to optimize the 50 hours (10 at night) of supervised driving teens are required to complete with parents before receiving their license.

"The skills outlined in this guide are meant to help teens learn to be better drivers. It is one of the ways Ford works to help teens," said Steve Kenner, Global Director of Ford's Automotive Safety Office. "In addition to this program, Ford also offers Driving Skills for Life, which gives teens advanced real world training. Ford also offers MyKey technology, which gives parents options to help encourage safe driving behaviors even when the parents aren't in the car."

The program is geared toward skill development, and expanding the conditions and time that teens drive with their parents as they move from written and skills tests, through the provisional permit and licensing process to full driving privileges. The *Parent's Supervised Driving Program* guides parents on how to approach each supervised driving session and how to continue education beyond the required 50 hours of supervised driving. The program also includes a driving log to help parents and teens track the required driving hours and the skills covered, the time of day and weather conditions experienced during each session.

"The State Department of Education is pleased to partner with Ford Motor Co. and the Idaho Transportation Department to make this resource available to parents and students across the state of Idaho," Luna said. "Parents play a critical role in their children's education, including their education behind the wheel. I encourage every parent to use *The Parent's Supervised Driving Program* in helping every Idaho teen become a safe and responsible driver."

"This exciting new opportunity will help young drivers develop and use the skills necessary to remain safe on our highways," explains Ed Pemble, ITD's driver services manager. "It will take driver education to a new level in Idaho and ultimately will result in fewer accidents and deaths."

The program is available to parents and teens on multiple platforms, beginning with the printed curriculum that is distributed through driver's license offices statewide when the teen receives his or her provisional permit. The printed curriculum is divided into skills sets and asks parents and teens to initial each lesson as the material is covered and the lessons are completed. The program is specific to the experience parents and teen encounter during the driver-education process and incorporates and supplements the driver's manual and information provided by driver's education instructors.

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Parents and teens also are invited to access the program online and through social media. In addition, a free mobile app that will help parents and teens track their drive times is set to be released in the fall.

Through a public-private partnership with Ford Motor Company, the ITD and SDE are able to provide the valuable resource to parents of teen drivers at no cost to families or taxpayers. The Ford sponsorship allows the ITD and SDE to address a need and to provide parents with a resource to ensure their teen receives the best experience on the road before licensing during the state-required 50 hours of supervised driving.

The Parent's Supervised Driving Program encourages parents and teens to drive in a variety of weather conditions, on different road types, including rural roads, highways, city streets, and heavy traffic routes, and during different times of day. Increased experience driving with parents is a key to reducing teen crash rates.

The program was developed in partnership with Safe Roads Alliance, a not-for-profit advocate for improved highway safety. "Parents are in the best position to assure that their teens become safe, smart drivers," said President of Safe Roads Alliance Jeff Larson. "This program is a resource that will help teens make good decisions once they are licensed."

More information on the program and downloads of a PDF or e-reader file is available at:

www.theparentssupervisedrivingprogram.com

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 175,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding the company and Ford products, please visit www.corporate.ford.com.

About Safe Roads Alliance

Safe Roads Alliance is a not-for-profit organization dedicated to improving highway safety by improving driver education with particular emphasis on behind-the-wheel training.